

## CADstore online :: cadstoreonline.com website

Consulting For Architects (CFA) is an industry leader in CAD & Multimedia services in the area of high-end CAD sales, training, IT, and support. They are a licensed Autodesk Training Center (ATC) and Autodesk Support Center (ASC) and apply this expertise to their customers' needs on a daily basis . .

### challenges

CFA faced a tremendous challenge to create an online store to promote and sell Autodesk software products. The company was under strict constraints from the software developer, Autodesk, to provide pricing only to manually qualified candidates, restrain purchases to the authorized reseller trade zones, and to manage multiple pricing levels to multiple user groups.

- Provide a user management system for secure login, shopping cart and checkout
- Program customized e-commerce package to accommodate unusual site complexity

- Accommodate multiple pricing levels, multiple user groups, and constantly changing product pricing
- Develop a means to manually qualify purchasers prior to online purchase

### solution

The technical strategy was to program a dynamically driven e-commerce site where each user interaction is a unique experience based on a complex user management system to allow various user levels, pricing structure, and reseller territory. It involved the creation of a matrix of accessibility, database and database interface,

and instantaneous user recognition for a user specific experience.

The creative strategy was focused on function and easy of use. Design was minimized and emphasis given to product and information related topics that drove sales.

### results

CFA's CADstoreOnLine is a portal for the architectural community. It provides valuable industry information and resources as well as a product user forum. It is the first and only authorized online reseller site for Autodesk products. The site significantly reduced the cost of sale for the reseller by providing a

means for potential customers to research and directly purchase Autodesk software without the lengthy direct sales participation.

### deliverables

- In depth Web Site
- Content Management System
- Database Interface

### applications / software used

- Unix Based Site
- MySQL Database
- PHP Scripting
- Adobe Photoshop
- Adobe Illustrator
- Macromedia Flash
- Live Person



The World's First AutoCAD Store

LOGO :: CADStore Online

E-COMMERCE ::  
A CADStore product page showcasing the site's E-commerce functionality.

